

Rep Order# 9791093 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/14/2012 9:14 AM
Last Received: 08/13/2012 5:40 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 27
Buyer STEPHANIE KINCAID
Phone#
Fax#

49216
Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //27
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	1	W-F,M-TU	6A-630A	GM CINCY	P2	:30	\$800.00	08/15-08/21	10	1	10	\$8,000.00	
	2	W-F,M-TU	630A-7A	GM CINCY	P2	:30	\$800.00	08/15-08/21	10	1	10	\$8,000.00	
	3	W-F,M-TU	7A-8A	EARLY SHW	P2	:30	\$400.00	08/15-08/21	10	1	10	\$4,000.00	
	4	W-F,M-TU	8A-9A	EARLY SHW	P2	:30	\$400.00	08/15-08/21	10	1	10	\$4,000.00	
	5	W-F,M-TU	11A-12P	PRICE	P1	:30	\$1,500.00	08/15-08/21	5	1	5	\$7,500.00	
	6	W-F,M-TU	12P-1230P	NEWS	P1	:30	\$1,400.00	08/15-08/21	10	1	10	\$14,000.00	
	7	W-F,M-TU	5P-530P	NEWS	P2	:30	\$1,200.00	08/15-08/21	10	1	10	\$12,000.00	
	8	W-F,M-TU	530P-6P	NEWS	P2	:30	\$1,400.00	08/15-08/21	10	1	10	\$14,000.00	
	9	W-F,M-TU	6P-630P	NEWS	P2	:30	\$1,500.00	08/15-08/21	10	1	10	\$15,000.00	
	10	W-F,M-TU	730P-8P	ET	P2	:30	\$1,100.00	08/15-08/21	10	1	10	\$11,000.00	
	11	W-F,M-TU	11P-1135P	NEWS	P3	:30	\$1,700.00	08/15-08/21	9	1	9	\$15,300.00	

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Estimate# 27
Buyer STEPHANIE KINCAID
Phone#
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Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //27
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	12	W	9P-10P	CRIM MINDS	P3	:30	\$4,500.00	08/15-08/15	1	1	1	\$4,500.00	
	13	W	10P-11P	CSI	P2	:30	\$4,000.00	08/15-08/15	1	1	1	\$4,000.00	
	14	TH	8P-9P	BIG BANG	P2	:30	\$4,000.00	08/16-08/16	1	1	1	\$4,000.00	
	15	F	10P-11P	BLUE BLOODS	P2	:30	\$3,000.00	08/17-08/17	1	1	1	\$3,000.00	
	16	SA	6A-7A	NEWS	P2	:30	\$350.00	08/18-08/18	1	1	1	\$350.00	
	17	SA	7A-8A	NEWS	P1	:30	\$450.00	08/18-08/18	1	1	1	\$450.00	
	18	SA	8A-9A	NEWS	P2	:30	\$650.00	08/18-08/18	1	1	1	\$650.00	
	19	SA	9A-10A	NEWS	P2	:30	\$650.00	08/18-08/18	1	1	1	\$650.00	
	20	SA	6P-630P	NEWS	P3	:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
	21	SA	9P-10P	CRIMETIME	P3	:30	\$1,000.00	08/18-08/18	1	1	1	\$1,000.00	
	22	SA	11P-1135P	NEWS	P3	:30	\$1,700.00	08/18-08/18	2	1	2	\$3,400.00	
	23	SU	9A-930A	NEWS	P1	:30	\$1,100.00	08/19-08/19	1	1	1	\$1,100.00	
	24	SU	930A-10A	NEWS	P1	:30	\$1,100.00	08/19-08/19	1	1	1	\$1,100.00	
	25	SU	10A-1030A	NEWS	P1	:30	\$1,100.00	08/19-08/19	1	1	1	\$1,100.00	
	26	SU	1030A-11A	FACE NATION	P1	:30	\$850.00	08/19-08/19	1	1	1	\$850.00	
	27	SU	630P-7P	NEWS	P3	:30	\$600.00	08/19-08/19	1	1	1	\$600.00	
	28	SU	7P-8P	60 MIN	P2	:30	\$4,000.00	08/19-08/19	1	1	1	\$4,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SU	11P-1135P	NEWS	P3 :30	\$1,700.00	08/19-08/19	2	1	2	\$3,400.00	

---REPORT TOTALS---

Report Totals: 124 / \$147,350.00

---SALES MONTHLY TOTALS---

Aug 12: 124 / \$147,350.00
Sales Totals: 124 / \$147,350.00
Station Totals: 124 / \$147,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$376,662	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 26%
		WKRC 39%	WLWT 20%	WSTR 0%	WXIX 13%	

Books null
Demos RA35+

Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 49216												
Line: 1												
08/15/12	Wednesday	6:21:13 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/15/12	Wednesday	6:05:41 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/16/12	Thursday	6:04:41 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/16/12	Thursday	6:22:03 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/17/12	Friday		:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/17/12	Friday		:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
08/20/12	Monday	6:06:11 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/20/12	Monday	6:12:27 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/21/12	Tuesday	6:22:03 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
08/21/12	Tuesday		:30	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS
											10	
Line: 2												
08/15/12	Wednesday	6:42:51 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/15/12	Wednesday	6:59:10 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/16/12	Thursday	6:50:22 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/16/12	Thursday	6:58:50 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/17/12	Friday		:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
08/17/12	Friday		:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/20/12	Monday	6:50:52 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/20/12	Monday	6:51:22 AM	:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS
08/21/12	Tuesday		:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/21/12	Tuesday		:30	\$800.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
											10	
Line: 3												
08/15/12	Wednesday	7:59:11 AM	:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/15/12	Wednesday	7:36:07 AM	:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
08/16/12	Thursday		:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/16/12	Thursday		:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/17/12	Friday		:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/17/12	Friday		:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/20/12	Monday	7:58:56 AM	:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/20/12	Monday	7:59:26 AM	:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/21/12	Tuesday	7:49:21 AM	:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS
08/21/12	Tuesday	7:36:07 AM	:30	\$400.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
											10	
Line: 4												
08/15/12	Wednesday	8:28:56 AM	:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/15/12	Wednesday	8:53:30 AM	:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/16/12	Thursday		:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/16/12	Thursday		:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 49216												
Line: 4												
08/17/12	Friday		:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/17/12	Friday		:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/20/12	Monday	8:11:45 AM	:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/20/12	Monday	8:29:11 AM	:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/21/12	Tuesday	8:12:30 AM	:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
08/21/12	Tuesday	8:29:11 AM	:30	\$400.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
											10	
Line: 5												
08/15/12	Wednesday	0:58:41 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	27	P-1	5	MWAS
08/16/12	Thursday		:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	27	P-1	2	MWAS
08/17/12	Friday		:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	27	P-1	3	MWAS
08/20/12	Monday	0:58:26 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	27	P-1	4	MWAS
08/21/12	Tuesday		:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	27	P-1	1	MWAS
											5	
Line: 6												
08/15/12	Wednesday	2:22:04 PM	:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	6	MWAS
08/15/12	Wednesday	2:04:01 PM	:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	1	MWAS
08/16/12	Thursday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	2	MWAS
08/16/12	Thursday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	10	MWAS
08/17/12	Friday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	3	MWAS
08/17/12	Friday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	9	MWAS
08/20/12	Monday	2:03:46 PM	:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	8	MWAS
08/20/12	Monday	2:04:16 PM	:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	4	MWAS
08/21/12	Tuesday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	7	MWAS
08/21/12	Tuesday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	27	P-1	5	MWAS
											10	
Line: 7												
08/15/12	Wednesday	5:04:13 PM	:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/15/12	Wednesday	5:27:55 PM	:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/16/12	Thursday		:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS
08/16/12	Thursday		:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/17/12	Friday		:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/17/12	Friday		:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/20/12	Monday	5:04:48 PM	:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/20/12	Monday	5:12:10 PM	:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/21/12	Tuesday		:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
08/21/12	Tuesday		:30	\$1,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
											10	
Line: 8												
08/15/12	Wednesday	5:58:21 PM	:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS

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Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 49216												
Line: 8												
08/15/12	Wednesday	5:35:31 PM	:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/16/12	Thursday		:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
08/16/12	Thursday		:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/17/12	Friday		:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/17/12	Friday		:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/20/12	Monday	5:42:32 PM	:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/20/12	Monday	5:43:02 PM	:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/21/12	Tuesday		:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/21/12	Tuesday		:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
											\$14,000.00	10
Line: 9												
08/15/12	Wednesday	6:04:34 PM	:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS
08/15/12	Wednesday	6:26:56 PM	:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/16/12	Thursday		:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/16/12	Thursday		:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/17/12	Friday		:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/17/12	Friday		:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/20/12	Monday	6:20:47 PM	:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/20/12	Monday	6:12:08 PM	:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
08/21/12	Tuesday		:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/21/12	Tuesday		:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
											\$15,000.00	10
Line: 10												
08/15/12	Wednesday	7:35:45 PM	:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
08/15/12	Wednesday	7:50:44 PM	:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	8	MWAS
08/16/12	Thursday		:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	9	MWAS
08/16/12	Thursday		:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	2	MWAS
08/17/12	Friday		:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	10	MWAS
08/17/12	Friday		:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	3	MWAS
08/20/12	Monday	7:51:36 PM	:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	6	MWAS
08/20/12	Monday	7:34:59 PM	:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	4	MWAS
08/21/12	Tuesday		:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	7	MWAS
08/21/12	Tuesday		:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	5	MWAS
											\$11,000.00	10
Line: 11												
08/15/12	Wednesday	1:19:34 PM	:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	1	MWAS
08/16/12	Thursday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	2	MWAS
08/16/12	Thursday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	9	MWAS
08/17/12	Friday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	8	MWAS
08/17/12	Friday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	3	MWAS

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 49216												
Line: 11												
08/20/12	Monday	1:04:38 PM	:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	6	MWAS
08/20/12	Monday	1:34:30 PM	:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	4	MWAS
08/21/12	Tuesday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	5	MWAS
08/21/12	Tuesday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	7	MWAS
				\$15,300.00								9
Line: 12												
08/15/12	Wednesday	9:19:57 PM	:30	\$4,500.00		Wed Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT	27	P-3	1	MWAS
				\$4,500.00								1
Line: 13												
08/15/12	Wednesday	0:28:45 PM	:30	\$4,000.00		Wed Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
				\$4,000.00								1
Line: 14												
08/16/12	Thursday		:30	\$4,000.00		Thu Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
				\$4,000.00								1
Line: 15												
08/17/12	Friday		:30	\$3,000.00		Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
				\$3,000.00								1
Line: 16												
08/18/12	Saturday		:30	\$350.00		6a-8a Local 12 News Sat	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
				\$350.00								1
Line: 17												
08/18/12	Saturday		:30	\$450.00		6a-8a Local 12 News Sat	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT	27	P-1	1	MWAS
				\$450.00								1
Line: 18												
08/18/12	Saturday		:30	\$650.00		CBS This Morning Saturd	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
				\$650.00								1
Line: 19												
08/18/12	Saturday		:30	\$650.00		CBS This Morning Saturd	(9:00:00 AM-10:00:00 AM)	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
				\$650.00								1
Line: 20												
08/18/12	Saturday		:30	\$400.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	27	P-3	1	MWAS
				\$400.00								1
Line: 21												
08/18/12	Saturday		:30	\$1,000.00		Sat Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT	27	P-3	1	MWAS
				\$1,000.00								1
Line: 22												
08/18/12	Saturday		:30	\$1,700.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	1	MWAS
08/18/12	Saturday		:30	\$1,700.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	2	MWAS

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 49216												
Line: 22												
				\$3,400.00							2	
Line: 23												
08/19/12	Sunday		:30	\$1,100.00		CBS Sun Morning	(9:00:00 AM-9:30:00 AM	ROMNEY 4 PRESIDENT	27	P-1	1	MWAS
				\$1,100.00							1	
Line: 24												
08/19/12	Sunday		:30	\$1,100.00		CBS Sun Morning	(9:30:00 AM-10:00:00 AM	ROMNEY 4 PRESIDENT	27	P-1	1	MWAS
				\$1,100.00							1	
Line: 25												
08/19/12	Sunday		:30	\$1,100.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM	ROMNEY 4 PRESIDENT	27	P-1	1	MWAS
				\$1,100.00							1	
Line: 26												
08/19/12	Sunday		:30	\$850.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT	27	P-1	1	MWAS
				\$850.00							1	
Line: 27												
08/19/12	Sunday		:30	\$600.00		630p Local 12 News Sun	6:30 PM-7:00 PM	ROMNEY 4 PRESIDENT	27	P-3	1	MWAS
				\$600.00							1	
Line: 28												
08/19/12	Sunday		:30	\$4,000.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT	27	P-2	1	MWAS
				\$4,000.00							1	
Line: 29												
08/19/12	Sunday		:30	\$1,700.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	1	MWAS
08/19/12	Sunday		:30	\$1,700.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	27	P-3	2	MWAS
				\$3,400.00							2	
				\$147,350.00							124	
				\$147,350.00							124	
				\$147,350.00							124	
				\$147,350.00							124	
				\$147,350.00							124	
				\$147,350.00							124	

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